

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

February 26, 2014

Call to Order and Roll Call

The thirteenth meeting of the Education and Outreach Subcommittee was held on Wednesday, February 26, 2014, at 12:30 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Katie Carter, on behalf of Tihisha Rawlins, Chair, called the meeting to order at 12:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: Katie Carter; Julia Costich; Susan Dunlap; Malea Hoepf Young; Rich Seckel; Bill Wagner (by phone); and Kathy Wheeler (by phone). Gabriela Alcalde, David Allgood, Patty Gregory, Regan Hunt, Tina McCormick, Tihisha Rawlins, and Marcus Woodward were not present at the meeting.

Staff Present: Jean Klinge, Chandra Venettozzi, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the January 29, 2014, meeting, as amended, seconded, and approved by voice vote.

Update on kynect Enrollment

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), informed the subcommittee members that 231,000 people are enrolled in health coverage through kynect, and 33 percent of those people are between the ages of 18-34. After the close of Open Enrollment, there will be an analysis of the final numbers to identify any groups that have not been sufficiently reached, and those will be targeted during the next Open Enrollment.

There continue to be cases pending since October 2013 for final enrollment, but a concerted effort is underway to close these cases. Regardless of the approaching enrollment deadline, as long as applicants are in the system, kynect will continue to work with clients on problem cases until they are resolved. Staff members from the various agencies within the Cabinet for Health and Family Services, including the Ombudsman's Office, Department for Community Based Services (DCBS), and Medicaid, are working in the kynect offices to assist with clearing cases.

Update on kynect Program

The subcommittee members were provided information on two types of upcoming training for insurance agents and kynectors. One is a workshop designed to simulate how applicants will interact with insurance agents to file and make changes to existing applications. There also will be training aimed at participants in the Small Business Health Options Program (SHOP), including a section on the Self Service Portal (SSP). Each training section is intended to last a half-day. These will be conducted over two days, with four sections total. This training will be filmed and shown as webinars on the KHBE website for those unable to attend.

Several improvements have been made to the SSP, including an enhanced search criteria on the Navigator/Agent dashboard; the addition of language to help warn clients that payment assistance would not be available if a catastrophic plan was selected; the addition of a checklist of items needed to start an application on the welcome page section; and a new button on the homepage to help clients search more easily to locate insurance agents and kynectors.

There continues to be an unacceptable wait time with the call center. KHBE is working with Xerox, the Call Center vendor, to improve the customer experience. The call center is open seven days a week, until 10:00 p.m., and will answer calls in the queue until midnight. There also is a callback feature available for those waiting on hold over 20 minutes.

Update on Education and Outreach Efforts

Ms. Klinge noted that a number of events will be held leading up to the close of Open Enrollment for 2014. kynect will be holding enrollment events at shopping malls in Paducah, Florence and Bowling Green, with radio remotes at each. kynect will also have a booth at the Louisville Urban League Career Expo, and libraries in 117 of the 120 counties are confirmed to participate in Sign-up Saturday on March 22.

Rob Jones, Executive Director, Community Action Kentucky (CAK), informed the subcommittee members about his agency's activities in Regions 1, 2, 4, 5, 6, and 7. The focus now is sign-up events, as the traffic from calls is extremely heavy for CAK kynectors. The agency is also staffing large education and outreach events at concerts and basketball games to help reach a younger crowd.

Lindsay Nelson, State Coordinator for Outreach and Enrollment, Kentucky Primary Care Association (KYPKA), updated the subcommittee on her organization's efforts in Region 8 to handle the rush of clients they are seeing. For kynectors, time management and prioritizing events is paramount in order to reach as many people as possible.

PaKou Her, kynector Program Administrative Assistant, Kentuckiana Regional Planning and Development Agency (KIPDA), briefed the subcommittee on the ongoing efforts of KIPDA as the kynector entity for Region 3. They are partnering with several organizations to reach a broader audience, as interest has soared towards the end of Open Enrollment. In particular, Kentucky Refugee Ministries has been a wonderful resource, as they provide their own interpreters and translators to work alongside KIPDA kynectors.

New Business

The next meeting of the subcommittee is scheduled for April 9, 2014, 12:30 p.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 1:22 p.m.